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10/6/58

fashion calendar

january

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january - 1959

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

1958

18th YEAR • A WEEKLY PUBLICATION

july

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, OCTOBER 5, 1958</u>			
Sunday Oct. 5 1:00 P.M. Brunch	SHOWING OF MILLINERY AND CUSTOM GOWNS "Pink Champagne and Roses"--millinery by Cesar Rubio. Custom Gowns: Juliette. Reservations--\$3.75; contact Mr. Gilbert, CI. 6-7700. Fashion Show Director: Peggy Cantor Assoc., 117 East 37th Street, MU. 9-8542.	CESAR RUBIO AND JULIETTE	HAMPSHIRE HOUSE FOUNTAIN ROOM
Monday Oct. 6 9:30 A.M.- 11:00 A.M. Coffee	PRESS PREVIEW: FALL "AT HOME" SHOE FASHIONS Press preview of Delman's new "At Home" and evening shoe collection, design- ed by Josephi, at an informal presentation; also Holiday and Fall shoes. By invitation. Contact: Bud Calisch, JU. 2-9090.	DELMAN, INC.	754 FIFTH AVENUE SAION
Monday Oct. 6 2:30 P.M.	OPENING OF CRUISE COLLECTION Showing of casual dresses and separates collection. Daily thereafter at 2:30 P.M., except Friday. Contact: Joseph Sussman, WI. 7-0132.	JAMISON CLASSICS	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Monday Oct. 6 4:00 P.M. Cocktails	PREVIEW OF SPRING AND SUMMER COLLECTION Micole Fontana will be present, introducing designer Goiai. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA WHITE & GOLD SUITE
Beginning Monday Oct. 6	OPENING: RESORT AND SPRING SUIT COLLECTION Continuous showings. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Monday Oct. 6	OPENING: RESORT AND SPRING SPORTSWEAR Designed by Toni Owen. Continuous daily. Contact: Jeanne Hess, LO. 4-4585.	OWEN-MORGAN, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Monday Oct. 6	"DIFFY DORMER" HATS AND BAGS FOR BEACHWEAR Designed by Isabel. Contact: Ellen Lockwood, WI. 7-6122.	ELLEN LOCKWOOD	1410 BROADWAY SHOWROOM - 19TH FLOOR
Beginning Monday Oct. 6	OPENING: RESORT & SPRING SPORTSWEAR COLLECTION Daily showings of Hope Mathews' Resort and Spring collection of separates and casual dresses. Contact: Angela Coppa, LA. 4-2398.	LADY GUILFORD	1384 BROADWAY SHOWROOM - 10TH FLOOR
Tuesday Oct. 7 8:00 A.M. Breakfast	PREVIEW: "MEDITERRANEAN SUNLANE VOYAGERS" A showing of Cruise-wear in Cohama fabrics of Celanese Arnel tri-acetate Presented in cooperation with American Export Lines. Showing at 8:30 A.M. By invitation. Contact: Dorothy Wallace, MU. 9-6000.	COHAMA; & CELANESE CORP. OF AMERICA	500 CLUB - 15TH FLOOR 500 SEVENTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 7 10:00 A.M. Breakfast	1959 CRUISE & SPRING SWIMSUITS & SUNCLOTHES Jantzen will present their 1959 Cruise-Spring swimsuit and sunclothes collections, inspired by the Jet Age, inaugurated by Pan American's Jet Clippers. By invitation to press and buyers. Contact: Lillian Zmania, OX. 7-0811.	JANTZEN, INC. (261 MADISON AVENUE)	PAN-AMER. HANGER #14 IDLEWILD AIRPORT
Tuesday Oct. 7 10:30 A.M.	OPENING: RESORT AND SPRING COLLECTION Showing of Lloyd Weill and Wiley Petites fashions at 10:30 A.M., Oct. 7, 8, 13, 14, 15, 20, 21, 22 and 28. Contact: Eleanor Rose, LO. 5-3041.	LLOYD WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 7 11:30 A.M.	PRESS PREVIEW OF GIFTS AND ANTIQUES By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Oct. 7 12:00 Noon Luncheon	PREVIEW: RESORT AND SPRING COLLECTION Alison will present their Resort and Spring collection. By invitation. Daily thereafter at 12:00 Noon. Contact: Jean Beck, PE. 6-6983.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 7 12:00 Noon	OPENING: COUTURE RESORT AND SPRING FASHIONS Showing of daytime, cocktail and evening fashions. Daily at 12:00 Noon. By reservation. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Oct. 7 2:30 P.M.	OPENING: HOLIDAY AND RESORT COLLECTION Showing of Holiday and Resort collection daily at 2:30 P.M. By reservation. Contact: LO. 4-2155.	CLAIRE McCARDELL CLOTHES BY TOWNLEY	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Oct. 7 3:30 P.M. Cocktails	FRENCH IMPORTS AND CUSTOM ORIGINALS Fall and Winter fashions by Pierre Cardin, Jean Desses, Jacques Heim, Lanvin-Castillo, Guy La Roche; also custom originals. By invitation. Publicity: Mary Alice Rice, CI. 6-1790.	VALIA'S BOUTIQUE (72 EAST 56 STREET)	HOTEL STANHOPE 5TH AVE. & 81ST ST.
Tuesday Oct. 7 4:00 P.M. Cocktails	PREVIEW: RESORT AND SPRING COLLECTION Preview of McMullen's Resort and Spring collection of dresses and coordinates. By invitation. Continuous thereafter. Contact: Esther Reifer, OX. 5-4270.	McMULLEN CO.	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Tuesday Oct. 7 6:30 P.M.- 9:30 P.M.	WEEKLY FASHION CAREER COURSE Subject: "In The Branches Of Fabrics". Moderator: Harriet Burket, "House & Garden". Panel: Dorothy Liebes, Dorothy Liebes Textiles, Gar Gilbert, Galey & Lord; Florence Kyler, Chemstrand. Each session: \$2.50 (except Nov. 25, \$3.50) Chairman: Jeanne Pierre. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	29 WEST 39TH STREET ENG. SOC. AUDITORIUM
Wednesday Oct. 8 9:00 A.M. Breakfast	PRESS PREVIEW: RESORT AND CRUISE FASHIONS Resort and Cruise beachwear, sportswear and dresses. By invitation. Daily thereafter in showroom. Publicity: Margaret Hodge, 15 East 48th Street, PL. 5-7630.	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	500 CLUB - 15TH FLOOR 500 SEVENTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 8 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Else Fritz will present Fall fashions. Press by invitation. Public by reservation; contact: "Andre", TE. 8-8000. Else Fritz contact: PL. 8-0111. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PARK SO.)	HOTEL PIERRE ROOF GARDEN
Wednesday Oct. 8 2:30 P.M.	OPENING: RESORT AND SPRING COLLECTION Showing of daytime fashions designed by Vera Stewart. By appointment. Daily thereafter at 2:30 P.M. Contact: IA. 4-6691.	ZOLTAN ROSENBERG CO.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday Oct. 8 2:30 P.M.	PRESS PREVIEW: BRIGANCE RESORT COLLECTION Preview of Resort collection. By invitation. Contact: LO. 3-1534.	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Oct. 8 3:30 P.M.	PRESS PREVIEW OF CRUISE COLLECTION Preview of Cruise collection. By invitation. Thereafter at 10:30 A.M. Contact: LO. 5-7514. Publ.: Maxwell-Gray, 527 Lexington Ave., PL. 3-5556.	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Oct. 8 5:00 P.M. Cocktails	PRESS PREVIEW: MISSES AND JUNIOR SWIMWEAR Preview of the Cole of California junior and misses collection of swimwear; also sundress fashions. By invitation. Contact: Sanford Worth, BR. 9-2886.	COLE OF CALIFORNIA (1407 BROADWAY)	SAVOY-HILTON HOTEL SAVOY ROOM
Thursday Oct. 9 9:00 A.M. Breakfast	PREVIEW: CRUISE RAINWEAR COLLECTION John Weitz will present the "ubiquitous everywear" coat collection--a new look in rainwear. By invitation. Contact: Phyllis Ledett, IA. 4-7942.	JOHN WEITZ FOR MARCH & MENDEL	512 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Oct. 9 12:00 Noon Luncheon	HOME FURNISHINGS LUNCHEON MEETING "Moving To Easy Street"--Speaker: Edward D. Stone, architect. Commentator: Dorothy Liebes. Committee Co-Chmn: Ruth L. Straus, Elizabeth Burris-Meyer. Prices: \$7.50 (members); \$8.50 (guests). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Oct. 9 3:30 P.M.	PREVIEW: SPECIAL SHOWING RESORT-SPRING COLLECTION Condensed showing of Resort dresses and advance Spring costumes to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Friday Oct. 10 11:00 A.M.	OPENING PREVIEW: RESORT AND SPRING COLLECTION By invitation and reservation. (Note Change of Date.) Trade showings, Oct. 14, 21, 28 at 11:00 A.M. Contact: Liz Bechtol, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Oct. 12	COLUMBUS DAY (Sunday)--To Be Celebrated on Monday.		
Beginning Monday Oct. 13	SHOWINGS OF RESORT AND HOLIDAY COLLECTION Informal showings of afternoon, dinner and late day collection. By appointment only. Publicity: Trudy Taylor May, MU. 4-3323.	TARQUIN, INC.	216 EAST 39TH STREET SHOWROOM - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 13- Oct. 19	THE NEW YORK ANTIQUES FAIR Exhibit by 125 antique dealers of objects from all parts of the world, emphasizing Americana. Hours: 1:00 - 11:00; Sunday--2:00-7:00. Admission: \$1.50 (opening day \$2.00). Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVE. & 34TH ST.
Tuesday Oct. 14 9:00 A.M. Breakfast	PREVIEW OF RESORT AND SPRING FASHIONS Resort and Spring fashions designed by Dorothy Burns, including children's fashions, sportswear, dresses, rainwear. For fashion coordinators of buying offices. By invitation. Publicity: Peggy Cantor Assoc., 117 East 37th Street, MU. 9-8542.	PRENTISS-LANE, INC.	1407 BROADWAY SHOWROOM - 17TH FLOOR
Tuesday Oct. 14 10:30 A.M.	OPENING OF HOLIDAY AND SPRING COLLECTION Daily at 10:30 A.M. By reservation. Contact: Myra de	SPORTCRAFT	550 SEVENTH AVENUE SHOWROOM - 12TH FLOOR Franscesca, LA. 4-9724.
Tuesday Oct. 14 12:00 Noon	SPRING COLLECTION BY LUIS ESTEVEZ Preview for the press of Resort and Spring fashions, designed by Luis Estevez. By invitation. Thereafter at 12:00 Noon. Contact: LO. 4-5820.	GRENNELLE-ESTEVEZ, LTD.	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Oct. 14 12:00 Noon Luncheon	SPECIAL SHOWING OF RESORT-SPRING COLLECTION Collection designed by Reiko and Pembroke Squires. <u>Showing at 1:00 P.M. promptly.</u> By admission card only. Contact: Miss Andrée, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Oct. 14 1:00 P.M.	OPENING OF RESORT AND SPRING COLLECTION Junior Sophisticates will present their Resort and Spring collection at 1:00 P.M. daily. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Oct. 14 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING FASHIONS Resort and Spring '59 fashions at preview for press and resident buying offices. By invitation. Contact: Vera Holton, BR. 9-1972.	WHITE STAG (1407 BROADWAY)	HOTEL PIERRE GRAND BALLROOM
Tuesday Oct. 14 4:30 P.M. Cocktails	PREVIEW: PARIS-CREATED COIFFURES BY ANTOINE Antoine will introduce his 1959 Paris-created coiffures to the press. Presentation at 5:00 P.M. Discussion by a special panel of guest celebrities. Publicity: Saks Fifth Ave.--Grace de Mun, FL. 3-4000; for Seligman & Latz--Helene Obolensky, JU. 2-6100.	SAKS FIFTH AVENUE	HOTEL PLAZA WHITE AND GOLD SUITE
Wednesday Oct. 15 12:00 Noon Luncheon	RIBBON FASHION AWARDS LUNCHEON Special awards to designers in the dress, millinery, and lingerie fields for skillful use of ribbon in their fashions. By invitation. Publicity: Alfred Davidson Assoc., 38 E. 57th Street, FL. 5-0868.	RIBBON FASHION ASSOCIATES	HOTEL PLAZA TERRACE ROOM
Wednesday Oct. 15 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING FASHIONS By invitation. (<u>Note Change Of Date</u>). <u>Beginning Tuesday, Oct. 21, daily luncheon showings at 12:00 Noon.</u> By appointment. Contact: Jean Roberts or Teal Traina., CH. 4-6030.	MISS AMERICA CORP.	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 15 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Petit Paris will present their Fall fashions. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Petit Paris contact: BU. 8-3548. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	PETIT PARIS (944 MADISON AVE.)	HOTEL PIERRE ROOF GARDEN
Wednesday Oct. 15 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING COLLECTION Dan Keller will present his Resort and Spring collection of casual dresses and ensembles, designed by Liz Claiborne. By invitation. Thereafter in showroom. Publicity: Margaret Hodge, 15 East 48th Street, PL. 5-7630.	DAN KELLER CO., INC.	500 CLUB - 15TH FLOOR 500 SEVENTH AVENUE
Wednesday Oct. 15 4:30 P.M.- 7:30 P.M.	COCKTAIL PARTY FOR BEAUTY EDITORS DuBarry-Hudnut will introduce a new fragrance at a cocktail party for beauty editors. By invitation. Publicity: Helen Nash, CI. 6-5814.	DuBARRY-RICHARD HUDNUT	ST. REGIS HOTEL ROOF
Beginning Wednesday Oct. 15	RESORT-SPRING COCKTAIL AND EVENING FASHIONS Yanni will present his Resort-Spring collection of cocktail and evening fashions. Daily showings from Oct. 15 through Oct. 31. By appointment. Contact: EL. 5-3295.	YANNI	61 EAST 57TH STREET SALON-4TH FLOOR
Friday Oct. 17 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING FASHIONS Lee Claire will present their Spring collection for press and buyers. By invitation. <u>Thereafter luncheon showings at 12:00 Noon.</u> By appointment. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday Oct. 20 8:30 A.M.- 10:30 A.M.	PRESS PREVIEW: SPRING SHOE FASHIONS Designer Andre Perugia will be present at I. Miller's press preview of Spring shoe fashions. By invitation. Publ.: Ruth Hammer Assoc., EL. 5-7872.	I. MILLER & SONS, INC.	EMPIRE STATE BLDG. 71ST FLOOR
Monday Oct. 20 2:30 P.M.	PREVIEW: CLOTHES FOR THE PHYSICALLY HANDICAPPED Dr. Howard Rusk will present to the press the first showing of Helen Cookman's specially designed collection for physically handicapped men and women, to be held at the Institute Of Physical Medicine & Rehabilitation. By invitation. Publicity: Rose Hilton, 475 Fifth Avenue, MU. 5-5133.	HELEN COOKMAN; & DR. HOWARD RUSK	400 EAST 34TH STREET
Monday Oct. 20 4:00 P.M. Cocktails	PREVIEW OF AMERICAN DESIGNED FASHIONS The American Rayon Institute will salute New York as a "Port of Fashion Authority", highlighting world-inspired American designed fashions for apparel and the home. Showing at 4:30 P.M. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	AMERICAN RAYON INSTITUTE	SHERATON-EAST HOTEL BALLROOM
Monday Oct. 20 4:00 P.M.	PRESS PREVIEW OF SPRING FASHIONS Preview of Hannah Troy's Spring collection. By invitation. Showings thereafter, Oct. 21, 22, 23, 28, 29, 30. Nov. 4, 5 and 6 at 1:00 P.M. Publicity: Barbara McGinniss, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday	OPENING OF SPRING	GUILD OF BETTER	INDIVIDUAL MEMBERS'
Oct. 20-	SHOE COLLECTIONS	SHOE MANUFACTURERS	SHOWROOMS
Oct. 24	Members include: Delman, Evins, Fox Shoe Co., Jerro Bros., Margaret Jerrold, Herbert Levine, Frank Lipare, Inc., John Marino & Sons, I. Miller & Sons, Newton Elkin, Palter deLiso, Wolsam Ltd. and Zuckerman & Fox (Julianelli). Contact: John Jerro, MU. 4-3191.		

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)
The Member Firms of the Fashion Originators' Guild Will Introduce Their Spring Collections in a Three-Day Opening Period - Oct. 20 - 22

Beginning	BEN BARRACK, INC.	498	7th Ave.	(7 Fl.)	LO.	4-3923
Monday	HARVEY BERIN LTD.	530	7th Ave.	(7 Fl.)	PE.	6-0206
Oct. 20	BRANELL.	530	7th Ave.	(27 Fl.)	PE.	6-6983
	WM. FOX-VISIONI CORP.	498	7th Ave.	(18 Fl.)	CH.	4-2659
	ED GERRICK, INC.	550	7th Ave.	(7 Fl.)	LO.	4-1820
	A. GOODMAN & CO., INC.	530	7th Ave.	(17 Fl.)	WI.	7-4076
	DAVID E. GOTTLIEB, INC.	530	7th Ave.	(4 Fl.)	LO.	5-2727
	GRABOIS.	498	7th Ave.	(5 Fl.)	CH.	4-2767
	GROBE ORIGINALS, INC.	498	7th Ave.	(16 Fl.)	BR.	9-8394
	HARMAY.	498	7th Ave.	(22 Fl.)	PE.	6-5547
	MYRON HERBERT, INC.	530	7th Ave.	(20 Fl.)	LO.	4-6830
	JOBERE, INC.	530	7th Ave.	(20 Fl.)	PE.	6-1938
	JUNIOR SOPHISTICATES	498	7th Ave.	(4 Fl.)	LO.	4-0462
	NAT KAPLAN, INC.	498	7th Ave.	(21 Fl.)	LO.	5-4115
	DAVID LEVINE CO.	530	7th Ave.	(21 Fl.)	LA.	4-0237
	ROSALIE MACRINI, INC.	550	7th Ave.	(11 Fl.)	CH.	4-2655
	PAUL PARNES CORP.	498	7th Ave.	(10 Fl.)	CH.	4-4600
	RUDOLF GOWNS.	530	7th Ave.	(12 Fl.)	WI.	7-6865
	MARTIN SIMON, INC.	498	7th Ave.	(7 Fl.)	LA.	4-2877
	HERBERT SONDHEIM, INC.	530	7th Ave.	(20 Fl.)	LA.	4-7540
	SUZANNE AUGUSTINE, INC.	1 W.	47th St.	(7 Fl.)	PL.	7-3465
	HANNAH TROY, INC.	530	7th Ave.	(2 Fl.)	LO.	3-0988
	SAMUEL WINSTON, INC.	530	7th Ave.	(11 Fl.)	CH.	4-2617
	Contact: Leonard Gendler, 1440 Broadway, CH. 4-6945.					

Tuesday	OPENING OF SPRING	ADELE SIMPSON	530 SEVENTH AVENUE
Oct. 21	COLLECTION		SHOWROOM - 23RD FLOOR
10:00 A.M.	The Adele Simpson Spring collection at 10:00 A.M. on Oct. 21, 22, 23, 28, 29, 30, Nov. 4, 5, 6. By invitation. Contact: LA. 4-7626.		

Tuesday	PREVIEW: HOLIDAY, RESORT	MISS MARY	37 WEST 57TH STREET
Oct. 21	AND SPRING MILLINERY		SAION
11:00 A.M.	Miss Mary will present her Holiday, Resort and advance Spring millinery collection to the press and buyers. By invitation. Publicity: Maud		
Buffet	Moody, 240 Madison Avenue, LE. 2-5562.		

Tuesday	NINTH ANNUAL	THE FRAGRANCE	WALDORF-ASTORIA
Oct. 21	CONVENTION PROGRAM	FOUNDATION, INC.	
12:00 Noon	Cocktail reception and luncheon at 12:00 Noon, followed by a meeting on		
Luncheon	topics of vital interest to the fragrance industry. Tickets for luncheon: \$15.00 each. Reservations: YU. 6-9177. Publicity: Rose M. Harten at Hill & Knowlton International, OX. 7-5600, Ext. 364.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 21 4:00 P.M.	PREVIEW: CRUISE, RESORT AND SPRING FASHIONS Harmay will present their collection of dresses, costumes and suits. By invitation. Daily thereafter at 4:00 P.M. Contact: FE. 6-5547. Publicity: Pauline Greene, Charles J. Charney, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 21 4:00 P.M.- 6:00 P.M. Tea	MILLINERY SHOW: SALUTE TO THE UNITED NATIONS "International Millinery Day"--a showing of hats by the Millinery Creators of America for benefit of American Association for United Nations. Tickets: \$7.50. Contact: EL. 5-3000. Publicity: Mark Foster at Communications Counselors, OX. 7-7330.	MILLINERY INSTITUTE OF AMERICA	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Oct. 21 6:30 P.M. Cocktails- Dinner	SCHIFFLI FASHION AWARD DINNER Second Annual Schiffli fashion awards, with presentation of plaques for outstanding use of American Schiffli Embroidery in fashions & home furnishings. Tickets: \$20.00. Contact: Schiffli, 591 Summit Ave., Jersey City. Swarthmore 5-2347.	SCHIFFLI IACE AND EMBROIDERY INSTITUTE	HOTEL COMMODORE BALLROOM
Wednesday Oct. 22 9:00 A.M. Breakfast	PRESS PREVIEW: SPRING DRESS COLLECTION Showing at 9:30 A.M. By invitation. <u>Trade showings beginning Wednesday, Oct. 22 at 2:30 P.M.</u> Contact: FE. 6-6983. Publicity: Eleanor Lambert, MU. 8-2130.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Wednesday Oct. 22 10:30 A.M.	PREVIEW: RESORT AND SPRING COLLECTION By invitation. Showings thereafter Thursday, Oct. 23, 28, 29, 30 at 10:30 A.M. By appointment. Contact: Jerome Silverman, LO. 4-0616.	MARTINI DESIGNED	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Oct. 22 11:30 A.M.	PRESS PREVIEW: SPRING COATS & SUITS George Carmel's Spring coat and suit collection at preview for the press. By invitation. Trade showings thereafter Oct. 28, 29, 30, Nov. 4, 5, 6, 11, 12 and 13 at 10:30 A.M. Contact: Estelle Schwarz, LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Wednesday Oct. 22 1:15 P.M.	OPENING: SPRING COLLECTION Sylvia Kaplan will present her collection of daytime, late day dresses and ensembles. By reservation. <u>Daily thereafter</u> at 1:15 P.M. Contact: Genevieve Cawley, LO. 5-4115. Publicity: Rose Hilton, MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Oct. 22 1:15 P.M.	RESORT-SPRING FASHIONS DESIGNED BY GASTON MALLET The first Gaston Mallet designed Resort and Spring collection for Arthur Lewis. Showings, Oct. 22, 23, 28, 29, 30. Nov. 4, 5, 6, at 1:15 P.M. Contact: FE. 6-6250.	ARTHUR L. LEWIS, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Oct. 22 4:00 P.M.	PREVIEW OF SPRING COLLECTION Rosalie Macrini will preview her Spring collection of cocktail and evening fashions. By invitation. Thereafter Oct. 27, 28, 30, Nov. 3 and 5 at 4:00 P.M. Contact: Jo MacLeod, CH. 4-2655.	ROSALIE MACRINI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 22 5:00 P.M. Cocktails	PREVIEW OF SWISS COTTON FASHIONS The press will be invited to a showing of Resort and Spring Swiss cotton and embroidery fashions at the home of the Swiss Consul General. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	SWISS COTTON AND EMBROIDERY INDUSTRY	HON. HANS GASSER 1 GRACIE SQUARE
Thursday Oct. 23 10:30 A.M.	OPENING OF SPRING COLLECTION Showing of Edward Abbott's Spring collection designed by Wilson Folmar. Thereafter, Friday, Oct. 24, 27, 28, 29, 30 at 10:30 A.M. By appointment. Contact: Bill Laird, IA. 4-8490.	EDWARD ABBOTT, INC.- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Oct. 23 12:00 Noon Luncheon	SPRING AND SUMMER FABRICS LUNCHEON Speaker: Estelle Hamburger. Subject: "Of Material Importance". Co-chmn.: Ann Boucher and Vee Rafdal. Prices \$8.00, members; \$9.00, guests. Exhibit from 10:00 A.M.-3:00 P.M.; \$1.00 at door for non-holders of luncheon tickets. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Oct. 23 1:15 P.M.	PRESS PREVIEW OF SPRING COLLECTION Oleg Cassini will present his Spring collection to the press. By invitation. Thereafter, Oct. 23, 24, 28, 29, 30 at 1:15 P.M. Contact: Kay McGowan, LO. 5-6453. Publicity: Alfred Davidson Assoc., PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday Oct. 27 4:30 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION Press showing of Jane Derby's Resort and Spring collection. By invitation. Showings at 10:30 A.M.; Oct. 29, 30, 31, Nov. 7 and 9. Contact: Estelle Marr, IA. 4-9350.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday Oct. 27 8:00 P.M.	OPENING NIGHT OF OPERA SEASON Opening of the 1958-59 Metropolitan Opera's 74th season, presenting Puccini's "Tosca". Publicity: Francis Robinson, FE. 6-1200.	METROPOLITAN OPERA	MET. OPERA HOUSE BROADWAY & 39TH ST.
Tuesday Oct. 28 9:30 A.M.	SPRING COAT AND SUIT ORIGINALS Preview of the William Devitz coat and suit originals for press and buyers. By invitation. Thereafter at 10:30 A.M. Publ.: Julia Berren, WI. 7-4717.	WM. DEVITZ & CO.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Tuesday Oct. 28 10:30 A.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION Yves St. Laurent, designer for Christian Dior, will be present at the preview of their New York Spring collection; also at the 2:30 P.M. buyer showing. By invitation. Showings at 2:30 P.M., Oct. 29, 30, Nov. 4, 5, 6. Publicity: Dorothy Smith, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday Oct. 28 12:00 Noon	PREVIEW OF SPRING COATS AND SUITS Seymour Fox will present his Spring coat and suit collection to the press. (Note Change Of Time). By invitation. Showings thereafter Nov. 4 and 11 at 10:30 A.M. By appointment. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 28 2:30 P.M.	SHOWING OF RESORT AND SPRING COLLECTION Maurice Rentner's Resort and Spring collection Oct. 28, 29, 30, Nov. 4, 5, 6, 12, 13 at 2:30 P.M. By reservation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday Oct. 29 10:30 A.M.	OPENING: SPRING COATS SUITS AND ENSEMBLES By reservation. <u>Daily thereafter at 10:30 A.M.</u> Contact: Lee Jablow, LA. 4-3404. Publicity: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Oct. 29 4:00 P.M.	PREVIEW: "CHRISTINA" DRESS COLLECTION Tina Leser will present her new "Christina" dress collection to the press. (<u>Note Change Of Date.</u>) By invitation. <u>Daily thereafter at 10:30 A.M.</u> Contact: LO. 5-7514. Publicity: Maxwell-Gray, 527 Lex. Ave., PL. 3-5556.	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Oct. 30 11:00 A.M.	PREVIEW OF SPRING COAT & SUIT COLLECTION Preview of Frank Gallant's coats and suits to the press. By invitation. <u>Trade showings from Tues., Nov. 4 daily except Friday.</u> (Time will be announced.) Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday Oct. 30 12:00 Noon Luncheon	PREVIEW: RESORT, SPRING AND SUMMER COLLECTION Preview of Queen Casuals collection of action sportswear and beach fashions for the press. By invitation. Contact: Miss Muriel, WI. 7-1381. Publ.: Stanley Goodman at Daniel & Charles, 185 Madison Avenue, MU. 6-7288.	QUEEN CASUALS (1410 BROADWAY)	HOTEL PLAZA BAROQUE ROOM
Nov. 4	ELECTION DAY (TUESDAY)		
Tuesday Nov. 4 10:30 A.M.	OPENING OF SPRING COAT & SUIT COLLECTION Showings at 10:30 A.M. on Nov. 4, 7, 12, 18. By appointment. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Beginning Tuesday Nov. 4	OPENING OF SPRING COAT COLLECTION By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday Nov. 4- Nov. 11	SEVENTIETH ANNUAL NATIONAL HORSE SHOW Publicity: Alden E. Calkins, 350 Fifth Avenue, PE. 6-0578.	NATIONAL HORSE SHOW ASS'N OF AMERICA, INC.	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.
Friday Nov. 14 12:00 Noon Luncheon	AMERICAN READY-TO- WEAR LUNCHEON Co-Chmn: Margaret de Mille and Edith Raymond. (More details later.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Monday Nov. 17 4:30 P.M.	PREVIEW SHOWING OF WEST GERMAN FASHIONS Lufthansa will invite the press to a premier showing of West German Fashions in the United States. <u>Trade breakfast</u> Wed., Nov. 19, from 9:00 A.M. to 11:00 A.M. By invitation. Publicity: Mrs. Alice Young, MU. 2-9100.	LUFTHANSA GERMAN AIRLINES	HOTEL PLAZA TERRACE ROOM

MUSIC...MOVIES...THEATRE

- Tuesday
Oct. 7 PREMIERE: "THE OLD MAN AND THE SEA" (Movie) THE CRITERION, B'WAY & 45TH
Warner Bros. will present Ernest Hemingway's prize-winning novel, starring
Spencer Tracy with Felipe Pazon. Director: John Sturges. Producer:
Leland Hayward. Publicity: Meyer Hutner, CI. 6-1000.
- Wednesday
Oct. 8 OPENING: "DRINK TO ME ONLY" ADELPHI THEATRE, 152 WEST 54TH STREET
George Ross, in association with John Robert Lloyd, will present the new
comedy by Abram S. Ginnes and Ira Wallach, starring Tom Poston. Director:
George Abbott. Sets and Lighting: John Robert Lloyd. Costumes: Julia Sze.
Publicity: Madi Blitzstein, BR. 9-5906.
- Thursday
Oct. 9 OPENING: "DEATHWATCH" THEATRE EAST, 211 EAST 60TH STREET
Featuring Vic Morrow, Stefan Gierasch and George Maharis, the one act drama
about the psychology of criminal prisoners in a French Bastille, will be
presented by Leo Garen, Neil Smith and Stanley Greene. Director: Leo
Garen. Publicity: Frank Goodman, BR. 9-4985.
- Saturday
Oct. 11 OPENING: "GOLDILOCKS" LUNT-FONTANNE THEATRE, 205 W. 46TH ST.
Producers' Theatre will present the new musical by Jean and Walter Kerr.
Music: Leroy Anderson. Choreography: Agnes de Mille. Starring: Don
Ameche and Elaine Stritch, with Russel Nype and Pat Stanley. Director:
Walter Kerr. Costumes: Castillo. Publicity: Barry Hyams, CO. 5-4784.
- Tuesday
Oct. 14- "THEATRE NATIONAL POPULAIRE" BROADWAY THEATRE, B'WAY AT 53RD STREET
Nov. 5 S. Hurok presents direct from Paris, under the direction of Jean Vilar,
this world-famous repertory company on its first visit to this country.
Featuring Gerard Philipe, Maria Casares and M. Vilar. Publicity: Martin
Feinstein, CI. 5-0500.
- Tuesday
Oct. 14 OPENING: "THE WORLD OF SUZIE WONG" BROADHURST THEATRE, 235 WEST 44TH ST.
Joshua Logan's production of Richard Mason's best selling novel about a
white artist and a Chinese prostitute's love affair, starring Frances Nuyen
and William Shatner, presented by David Merrick, Seven Arts Productions,
Inc., and Mansfield Productions. Authentic props from Hong Kong, including
a rickshaw, were flown in by Pan-American World Airways. Sets: Jo Mielziner.
Costumes: Dorothy Jenkins. Publicity: Frank Goodman, BR. 9-4985.
- Wednesday
Oct. 15 PREMIERE: "THE ROOTS OF HEAVEN" (Movie) PALACE THEATRE, B'WAY & 47TH ST.
20th Century Fox will present the adaptation of Roamine Gary's novel, in
Cinemascope, starring Errol Flynn, Juliette Greco, Eddie Albert and Orson
Welles. Producer: Darryl F. Zanuck. Director: John Huston. Publicity:
John Springer, CO. 5-3320.
- Wednesday
Oct. 15 OPENING: "THE GIRLS IN 509" BRIASCO THEATRE, 111 WEST 44TH STREET
Alfred de Liagre will present the new comedy by Howard Teichman. Featuring
Imogene Coca and Peggy Wood, the play is about life in contemporary New
York involving twelve characters. Director: Bretaigne Windust. Sets and
Lighting: Donald Oenslager. Costumes: Lucinda Ballard. Publicity: Ben
Washer, CI. 5-0740.
- Thursday
Oct. 16 OPENING: "MAKE A MILLION" PLAYHOUSE, 137 WEST 48TH STREET
Joel Spector and Sylvia Harris will present a comedy starring Sam Levene,
with Neva Patterson. Staged by Ezra Stone. Sets and Lighting: Paul Morrison.
Costumes: Ann Roth. Publicity: David Lipsky, CH. 4-5185.